



\$24.9M

Revenue

\$10.5M

Total Profit

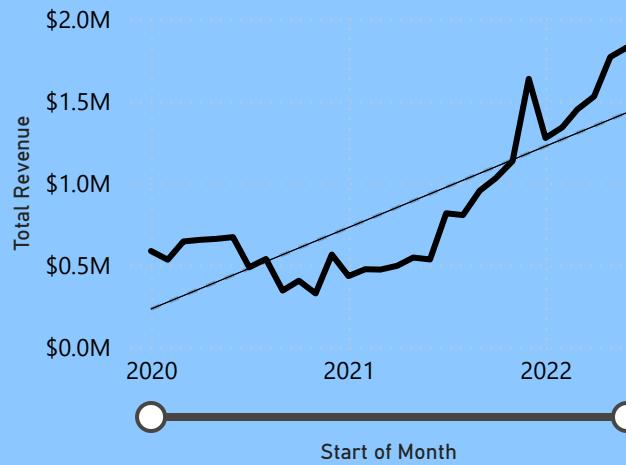
25.2K

Total Orders

2.2%

Return Rate

Weekly Revenue



Orders by Category



Most Ordered product

Tires and Tubes

Most returned product

Shorts

Monthly Revenue

\$1.83M

Previous month: \$1.77M (+3.31%)

Monthly Orders

2,146

Goal: 2165 (-0.88%)

Monthly Return

166

Goal: 169 (-1.78%)

ProductName	Total Orders	Total Revenue	Return Rate
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Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Road Tire Tube	2,173	\$17,265	1.55%



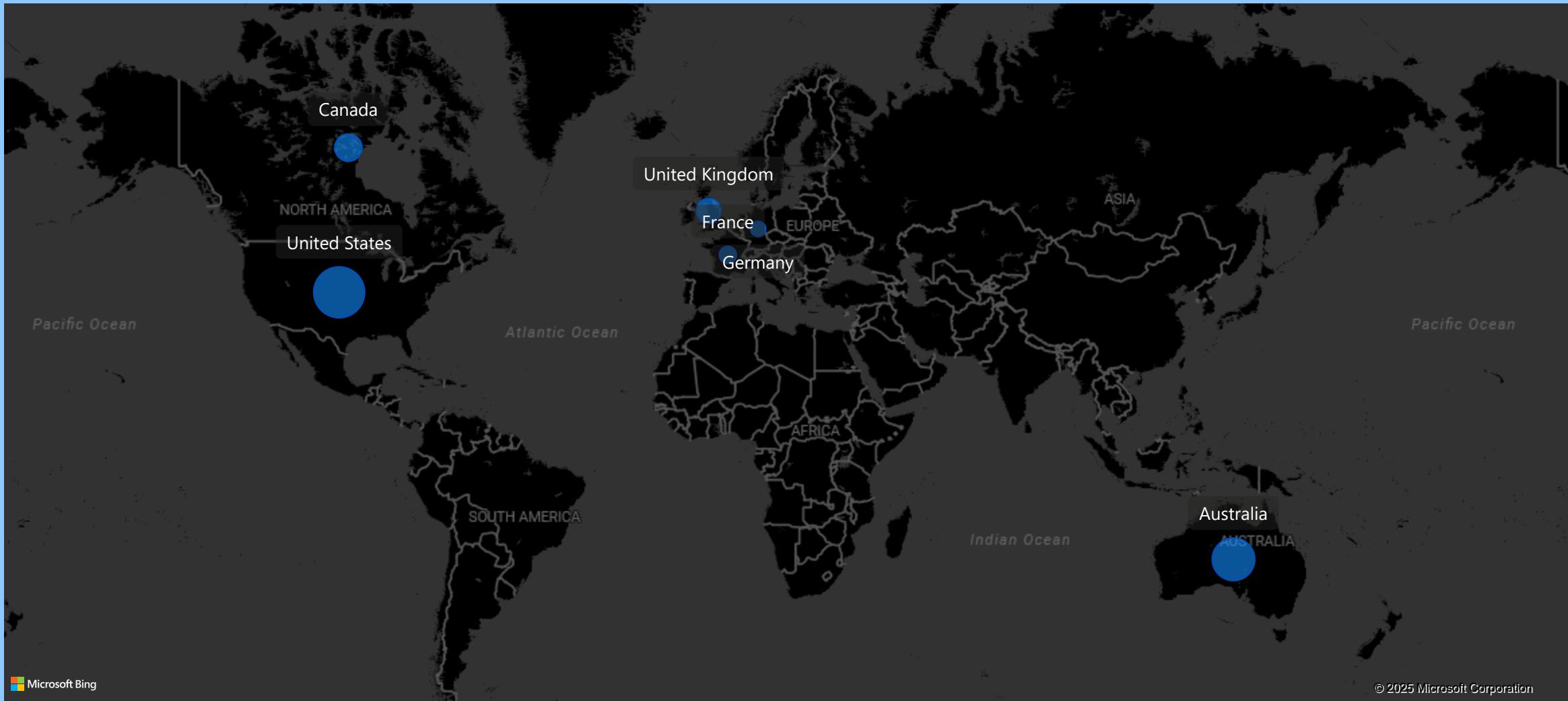


Select all

Europe

North America

Pacific





Selected Product

Sport-100 Helmet, Blue

Monthly Order vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. target



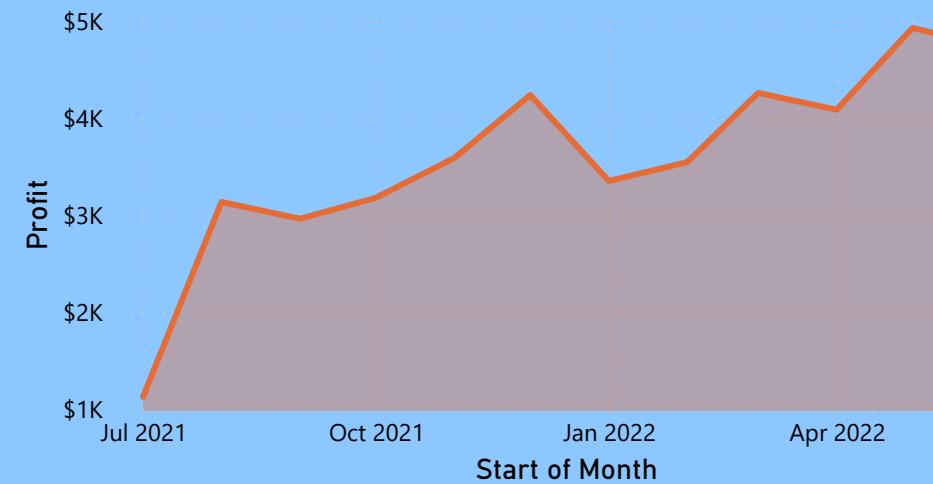
Price Adjustment Percentage

0.00

Product metric selections

- Orders
- Revenue
- Profit
- Returns
- Rate

● Total Profit ● Adjusted Profit





17.4K

Total Customers

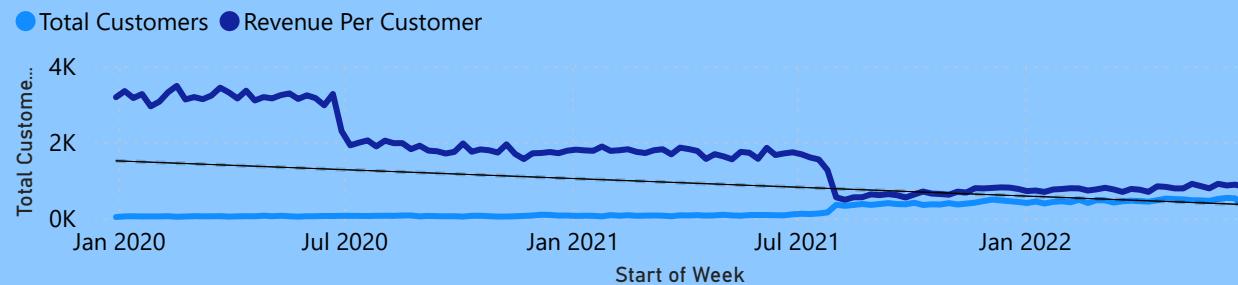
\$1,431

Revenue per Customer

Total Customers

Revenue Per Customer

Weekly Customers



Top Customer by Revenue

Mr. Maurice Shan

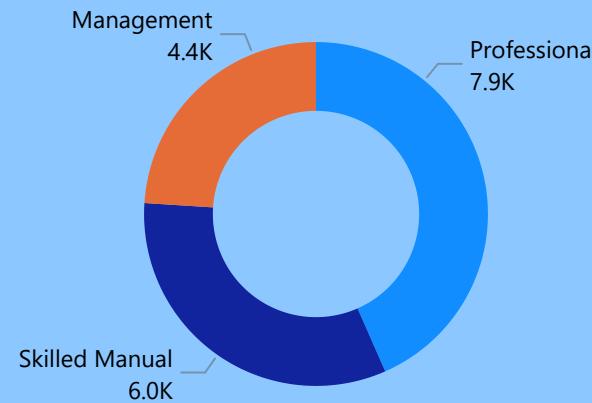
Toral Orders

6

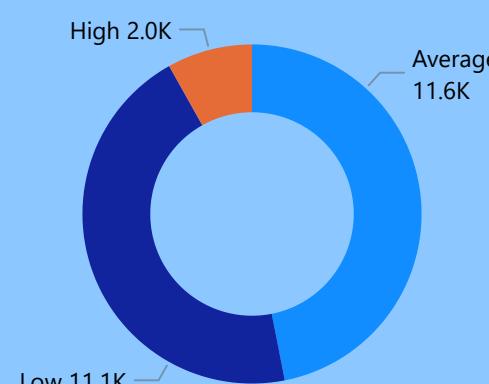
Total Revenue

\$12.4K

Orders by Occupation



Orders by Income Level



CustomerKey Full Name Total Orders Total Revenue

CustomerKey	Full Name	Total Orders	Total Revenue
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,015
11241	Mrs. Lisa Cai	7	\$11,330
11417	Mrs. Lacey Zheng	7	\$11,086
11420	Mr. Jordan Turner	7	\$11,022
11242	Mr. Larry Munoz	7	\$10,852
13263	Mrs. Kate Anand	4	\$10,437
12655	Mr. Larry Vazquez	4	\$10,395
11425	Mrs. Ariana Gray	6	\$10,391
12631	Mr. Clarence Gao	4	\$10,332
12650	Mr. Aaron Wright	4	\$10,329
Total		1,272	\$615,329